



### MODULE DESCRIPTION

Module code	full-time studies:	<b>Z-ZIP1-E-732</b>
	part-time studies:	<b>Z-ZIPN1-E-732</b>
Module name	<b>Marketing Management and Market Research</b>	
Module name in Polish	<b>Zarządzanie marketingowe i badania rynku</b>	
Valid from academic year	<b>2023/2024</b>	

### MODULE PLACEMENT IN THE SYLLABUS

Field of study	<b>MANAGEMENT AND PRODUCTION ENGINEERING</b>
Level of education	<b>1st degree</b>
Studies profile	<b>General</b>
Form and method of conducting classes	<b>Full-time and Part-time</b>
Specialisation	<b>Production and Innovation Management</b>
Unit conducting the module	<b>Department of Management and Organization</b>
Module co-ordinator	<b>Anna Sołtys, PhD</b>
Approved by:	<b>Dariusz Bojczuk, PhD, DSc</b>

### MODULE OVERVIEW

Type of subject / group of subjects	<b>Specialist subject</b>
Module status	<b>Non-compulsory</b>
Language of conducting classes	<b>English</b>
Module placement in the syllabus - semester	<b>Semester VII</b>
Initial requirements	<b>Fundamentals of Marketing</b>
Examination (YES/NO)	<b>NO</b>
Number of ECTS credit points	<b>2</b>

Method of conducting classes		Lecture	Classes	Laboratory	Project	Other
Per semester	full-time studies:	<b>15</b>	<b>15</b>			
	part-time studies:	<b>9</b>	<b>9</b>			

## TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Category	Symbol	Learning outcomes	Assignations to the directional learning outcomes
Knowledge	W01	A student has basic knowledge of business management. He knows the methods and tools for analyzing the market environment and methods of supporting the activities of enterprises with the use of marketing tools.	ZIP1_W13
Skills	U01	Can plan research in order to collect selected data and economic information in the form of simple databases. He can use the collected data to analyze typical economic and social processes.	ZIP1_U01
	U02	He can analyze and forecast typical economic and social processes and phenomena in order to solve emerging problems, also in cooperation with other people, as part of team work.	ZIP1_U02
Social competences	K01	Can work in a group, assuming different roles in it, understanding specific priorities for the implementation of the task. Is able to participate in the preparation of projects, taking into account various sources of information and statistical data.	ZIP1_K04

## TEACHING CONTENTS

Method of conducting classes	Teaching contents
Lecture	The essence of marketing management; modern trends in marketing management. Analysis of the company's marketing situation. Analysis of the market environment as a starting point for marketing research. Sources of market information. Marketing research design procedure. Principles of construction of measuring instruments. Basic and complex measurement scales. Methods of data reduction and analysis.
Classes	Building a company as a starting point for market research Qualitative and quantitative characteristics of the market. Formulating a decision problem and a research problem Determining the scope of the primary set of questions and collecting information from secondary sources. Defining the research sample. Construction of a sample questionnaire. Final formulation of the correct questionnaire. Conducting research on a selected sample. Presentation of research results.

## METHODS OF ASSESSING TEACHING RESULTS

Symbol	Methods of checking the learning outcomes (select X)					
	Oral exam	Written exam	Test	Project	Statement	Other
W01				X		
U01				X		
U02				X		
K01				X		

## FORM AND CONDITIONS OF PASSING

Form of classes	Form of credit	Passing conditions
Lecture	Credit with grade	Obtaining at least 50% of points from the individual work.
Classes	Credit with grade	Obtaining at least 50% of points from the project during the presentation of research results in the forum of the group within the teams during the classes.

## STUDENT WORKLOAD

Balance of ECTS points												
No.	Type of student's activity	Student's workload										Unit
		full-time					part-time					
		Lc	C	Lb	P	O	Lc	C	Lb	P	O	
1.	Participation in the activities	15	15				9	9				h
2.	Other (consultation, exam)	2	2				2	2				h
3.	<b>Number of hours of a student's assisted work</b>	<b>34</b>					<b>22</b>					h
4.	<b>Number of ECTS credit points which are allocated for assisted work</b>	<b>1,4</b>					<b>0,9</b>					ECTS
5.	<b>Number of hours of a student's unassisted work</b>	<b>16</b>					<b>28</b>					h
6.	<b>Number of ECTS credit points which a student receives for unassisted work</b>	<b>0,6</b>					<b>1,1</b>					ECTS
7.	<b>Work input connected with practical classes</b>	<b>25</b>					<b>25</b>					h
8.	<b>Number of ECTS credit points which a student receives for practical classes</b>	<b>1,0</b>					<b>1,0</b>					ECTS
9.	<b>Total number of hours of a student's work</b>	<b>50</b>					<b>50</b>					h
10.	<b>Punkty ECTS za modul</b> <i>1 ECTS=25 hours</i>	<b>2</b>										ECTS

## LITERATURE

1. Burns A. C., Veek A., Bush R.F. (2017), *Marketing Research*, Pearson Education Limited, England, <https://digilibdprdsu.mselpov.id/index.php?p=fstream-pdf&fid=59&bid=49>
2. Kotler K. (2015), *A Framework for Marketing Management*, Pearson Education Limited, England
3. Loudon D., Stevens R., Wrenn B. (2005), *Marketing Management: text and Cases*, The Haworth Press, Inc, <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management--Text-and-Cases-PDFDrive.com-.pdf>
4. Market Research: What it Is, Methods, Types & Examples, <https://www.questionpro.com/blog/what-is-market-research>